

RAY LEWIS  
EDITOR AND  
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CANADIAN MOVING PICTURE

# Digest

*Crazy S.*

THIRTY-THIRD YEAR OF

PUBLICATION 1915-48

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March 27th, 1948

## Spotlight On Academy Awards

"GENTLEMAN'S AGREEMENT" won the Oscar, highest Academy Award, for the year's best picture. Congratulations to Spyros Skouras, President of 20th Century-Fox, to Darryl Zanuck, Vice-President and Supervisor of Productions, to Harmon Jones for his film editing, to Elia Kazan for his direction, to Moss Hart for his well-written screen play, to Gregory Peck for his sincere, understanding, and sympathetic interpretation, without which "Gentleman's Agreement" could not have secured the Academy Award, to the author of the book, and to supporting cast, technicians, all of whom contributed their share to a cavalcade of Awards, topped by the Academy Award for "Gentleman's Agreement".

Six thousand, two hundred persons attended the Academy Award Dinner at the Shrine Auditorium, Hollywood. Seats sold from forty-seven dollars to twelve dollars. Jean Hersholt, pioneer screen artist and president of The Academy of Arts and Sciences, officiated.

Loretta Young received the Oscar for the best woman's performance, the citation for this award was for her role in "The Farmer's Daughter". Ronald Colman won the Oscar for the best male performance for his characterization in "Double Life". Celeste Holm won an Oscar for the best supporting actress in "Gentleman's Agreement". Edmund Gwenn received his Oscar for the best male support, citation, "Miracle On 34th Street".

Elia Kazan won the Academy Award for the best direction, "Gentleman's Agreement". Best original story Oscar went to Valentine Davies, for "Miracle On 34th Street". Best original screenplay, "The Bachelor and The Bobby-Soxer", author, Sidney Sheldon.

Scientific and Technical Awards — Class 1: C. C. Davis Research Products. Class 2 — Paramount Studios. Class 3 — Honorable Mention Certificates: Warner Bros., "Tweetie

Pie", Edward Selzer, producer. Short Subjects — Two-reel: Monogram, "Climbing The Matterhorn", Irving Allen, producer. One-reel: Metro-Goldwyn-Mayer, "Good-Bye Miss Turlock", Herbert Moulton, producer. Documentary Subjects — "First Steps", United Nations Division. Documentary Feature—R-K-O-Radio's "Design For Death", Sid Rogell, Executive Producer. Special Visual and Audible Effects—Metro-Goldwyn-Mayer's "Green Dolphin Street". Musical Score — "A Double Life", Kanin-International Production, Musical Score by Dr. Miklos Rozsa. Score of Musical Pictures — 20th Century-Fox, "Mother Wore Tights", Alfred Newman. Sound Recording — Samuel Goldwyn's R-K-O-Radio feature, "The Bishop's Wife". Best Song—"Zip-A-Dee-Doo-Dah", Disney's "Song Of The South", R-K-O-Radio. Art Direction — Black and White: J. Arthur Rank's "Great Expectations", John Bryan. Set Direction — J. Arthur Rank, "Great Expectations", Miss Simmons. Art Direction: Colour — J. Arthur Rank's "Black Narcissus", Alfred Young. Set Direction: Colour — J. Arthur Rank's "Black Narcissus", Miss Simmons. Lighting: Black and White—J. Arthur Rank's "Great Expectations", Guy Green. Lighting: Colour — J. Arthur Rank's "Black Narcissus", Jack Carter. There was no Irving Thalberg Award for 1947.

Special Awards, presented by Jean Hersholt, Academy Plaque — in recognition of the best foreign language picture made abroad, Lopert's "Shoe Shine", Alliance Canadian release. In making this presentation, the President of the Academy stressed the quality of "Shoe Shine", remarked that it was an outstanding picture which had been produced under most difficult circumstances.

A Special Award was presented to Ken Murray for his picture "Bill And Coo", in which birds are the players.

For other Awards see page 5.

—EDITOR.

STORY / NOTE





# Leo Goes Out On a Limb!

"I PREDICT THAT  
THESE THREE  
PICTURES WILL  
BE CANDIDATES  
FOR THE 'TEN BEST'  
OF 1948!"

Metro-Goldwyn-Mayer and Liberty Films present

**SPENCER TRACY**  
**KATHARINE HEPBURN**  
**VAN JOHNSON**  
**ANGELA LANSBURY**  
**ADOLPHE MENJOU**  
**LEWIS STONE**

in

**FRANK CAPRA'S**

## **"STATE OF THE UNION"**

Based on the Play by Howard Lindsay and Russel Crouse  
Screen Play by Anthony Veiller and Myles Connolly

Associate Producer Anthony Veiller

Produced and Directed by **FRANK CAPRA**

A Metro-Goldwyn-Mayer Picture

M-G-M presents

**CLARK GABLE • LANA TURNER**  
**ANNE BAXTER • JOHN HODIAK**

in

## **"HOMECOMING"**

RAY COLLINS • GLADYS COOPER • CAMERON MITCHELL

A **MERVYN LeROY PRODUCTION**

Original Story by Sidney Kingsley • Adaptation by Jan Lustig

Screen Play by Paul Osborn

Directed by **MERVYN LeROY**

Produced by **SIDNEY FRANKLIN**

A Metro-Goldwyn-Mayer Picture

M-G-M presents

**IRVING BERLIN'S**

## **"EASTER PARADE"**

Starring

**JUDY GARLAND • FRED ASTAIRE**  
**PETER LAWFORD**  
**ANN MILLER**

Color by **TECHNICOLOR**

Lyrics and Music by **IRVING BERLIN**

Musical Numbers Directed by **ROBERT ALTON**

Directed by **CHARLES WALTERS**

Produced by **ARTHUR FREED**

A Metro-Goldwyn-Mayer Picture

Remember what we say here! And remember that it is still early in the year and there are many other M-G-M Big Ones to come! That's why there's a new industry slogan:

# **"M★G★M GREAT IN '48"**



## RAY PRESENTS



A GOOD many magazines make it a feature of their publication to publish letters from readers which both agree and disagree with the editorial, or feature contents of the publication, and the editor, on occasion, adds his viewpoint. This publication of letters is not restricted to magazines, for the daily press, also, publishes letters from readers; and I have noted that there have been letters in the London Times, and the New York Times, on the editorial page, which were written by famous men and women, others by unknown writers, but which were, at times, powerful contributions on particular problems and subjects.

*The inclination to write a letter is an indication that the spirit of the writer is still young enough to wish for expression, or it may be that the subject, or problem in question, is one worth defending; and public-spirited citizens respond to the urge to make a written, or spoken contribution.*

*When I was in my teens, and even in later years, I would, figuratively speaking, "burn up"; and the cooling process was only possible through writing a letter to the press. When I saw my letter in print, I felt a satisfaction that I had the internal fortitude, not to remain dumb, that I had a sense of appreciation to express a tribute to a writer who had said something worth listening to, or reading. There have been times when a letter, so written, inspired others to take up their pen in hand and to add their opinion, following which, action on the problem was precipitated and results were obtained.*

**M**ORE deadly than the disposition to break out in print, or give voice, is the deadly lassitude of indifference, the attitude which draws in the head and neck between the shoulders, to avoid the common expression of "sticking one's neck out".

*Some of the New York General Managers of the distributing companies, who received a copy of a letter from John J. Fitzgibbons, Chairman of the Canadian Motion Picture National Services Committee, with a copy of a letter from Hye Bossin, Managing Editor of the Canadian Film Weekly, may feel that John Fitzgibbons is "sticking out his neck". I think that John did the right thing, and I think that Bossin's presentation of the attitude towards the Canadian Press is well expressed.*

**W**HERE will this Industry and our Government find a better medium of Public Relations, as between the Industry and our Government, than in the Canadian Moving Picture Digest? Without the support and personal services of The Canadian Moving Picture Digest, there would not have been a Canadian Picture Pioneers Association, in Canada; and without the Canadian Picture Pioneers, there would not have been a Canadian Motion Picture War Services Committee, the latter which was a sub-committee of the Canadian Picture Pioneers. Without the Canadian Motion Picture War Services contribution to the Canadian War Effort, history would have written quite a different page for the American Film Distributors in Canada.

*Nor are we through with such services. The Government requested that we, of the Canadian Motion Picture War Services Committee, continue as an association; and we renamed our War Services Group, Canadian Motion Picture National Services Committee. Not only our*

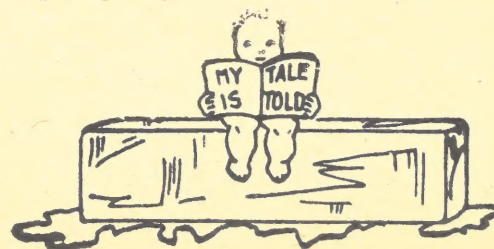
*own publication, The Canadian Moving Picture Digest, but the Canadian Film Weekly and its editor, contributed to the life of the War Services and we were the Big Push behind the necessary and vital publicity.*

*Some of our Film Trade leaders tell us that they get a great deal of information from the American Trade papers; we grant that they do, and we welcome this service in Canada. It is only natural that they would contain much more film information, being on the home ground, which we, in our Canadian Trade Press, do not have. Nevertheless, Canada is a foreign country, in relationship to Hollywood, much as I dislike the word, foreign, and there is a definite Canadian viewpoint, not only in relationship to Motion Picture Trade, but many trades, and world problems.*

**R**EVERTING again to the subject of letters to the Press, I have a few before me, which I believe you will enjoy reading, as much as I did. The first one is from California, from Wheeler Dryden, and is as follows: "Dear Miss Lewis: (I presume you are of the feminine gender, as the column, 'Ray Presents' is accompanied by the photo of a charming woman. In America, however, the name 'Ray' is often used by men. Seeing the picture caused me to address you as Miss Lewis and I trust my surmise is correct). Allow me to congratulate you on your outstanding Editorial, entitled 'Yes, We Have No Bananas', in the March 6th issue of your excellent publication. You treat the subject succinctly and forcefully, as usual. Without being openly didactic in your style, you succeed in presenting a valuable object lesson in a subtle, therefore all the more valuable, manner. More power to you, your capable publishing staff, and your magazine itself. Sincerely yours, Wheeler Dryden".

*A letter from Douglas Peacock, Co-Ordinator, Theatrical Division National Film Board. "Dear Ray: Re-Digest Editorial, Issue March 13th, I can't tell you how much the Board appreciates this splendid support which does so much to assist us in carrying out a sincere and effective informational and promotional job for Canada. There is no doubt that your well chosen words will help tremendously in providing additional and effective screening time in the Nation's theatres. Kindest personal regards. Yours sincerely, Douglas Peacock". Thanks Doug.*

*Thanks to Chairman Ross McLean for his personal visit to our Toronto office, to convey his appreciation; thanks Harvey Harnick, General Sales Manager, Columbia Pictures, for your letter of appreciation. "Dear Ray, I want to add my congratulations to the many you have already received on your editorial 'Why Publicly Spank The Baby' which appeared in the Moving Picture Digest, dated March 13th, 1948. It certainly calls a spade a spade. Kindest personal regards, Harvey Harnick, General Sales Manager". Harvey, how on earth do you find time to write letters to the press. May you continue to make "Jolson Story" deals and your company continue to make pictures of a "Jolson" box office quality.*





## Toronto and District

By BILL PRESS

At least six months after its intended opening, the Nortown Theatre bowed in as the first post-war unit in Toronto of Famous Players Canadian Corp. Although the curtain went up on the 17th of March, the new house, on Eglinton Avenue West, got under way for its first matinee performance without public ceremony.

For a month prior to the opening, Manager Bill Falls had been right "on location" at the Nortown, as the spark-plug for finishing touches and, sure enough, the theatre opened on its finally advertised date. The Nortown, which has 950 seats and boasts a combination front of stone, glass and stainless steel, has been teamed up with the Victoria in downtown Toronto, which means that both product and the price-scale was stepped up for the house managed by Russ McKibbin. The adult evening price for both theatres is 60 cents, whereas the top price at the Victoria had been 54 cents in recent months.

The new pairing of theatres has cut adrift the Capitol in North Toronto which has resumed its place as a neighborhood unit.

\* \* \*

*Lois Maxwell, the Toronto girl who made good in pictures, in a big way, returns to Toronto, where she is seen in the Warner Bros. film, "That Hagan Girl", which played at She's Theatre, this week. What makes this more interesting, is the fact that Lois was once a member of the She's staff.*

\* \* \*

Samuel Freedman, father of Ben Freedman, president of Allied Co-Operative Theatres, passed away suddenly on March 16th. He was stricken with a heart attack, while on vacation in Miami. An old-time exhibitor, Samuel Freedman entered the industry in 1919 and operated the Monarch Theatre at College and Woodbine and the Palace Theatre. He was 75 years of age at the time of his death.

\* \* \*

*After a big week at the Royal Alexandra in downtown Toronto, "Shoe Shine" has been booked into the Odeon Fairlawn. Likewise "The Barber of Seville" is to have a run at the same theatre.*

\* \* \*

I. H. Allen of Astral Films, Toronto, has available six new releases from Film Classics, New York. One of them is "Women in the Night", from the records of the United Nations, while a documentary feature is "Discovery" the story of Admiral Richard Byrd's expedition to the Antarctic.

*A novel twist in newsreel presentation was witnessed in several local theatres, when Win Barron, "The Voice of Paramount", was heard in Warner's and Fox's newsreels, interviewing Barbara Ann Scott in Montreal. Unusual angle was that, although appearing in the opposition newsreels, Win was not in the Paramount reel on that particular event.*

\* \* \*

First function announced by the newly-installed executive of the Canadian Picture Pioneers is a stag and smoker to be held in the Yellow Room of the King Edward Hotel, on Tuesday, April 6th, at 8 p.m. The affair will be for members only. In line with the new activities, the Pioneers now have a permanent office at 4 Dundas Street East. Charles Mavety, secretary of the organization, has issued the first, of what promises to be a very interesting bulletin containing news for all members of the local branch of the Canadian Picture Pioneers.

\* \* \*

*During the month of February, the following pictures were classified "Adult Entertainment" by the Ontario Board of Censors: "Mourning Becomes Electra", "Patient Vanishes", "I Became A Criminal" and "Gangster".*

\* \* \*

Clare Appel, president of the Motion Picture Theatres Association of Ontario; director Morris Stein and Arch Jolley, executive-secretary, were appointed a sub-committee of the National Committee of Motion Picture Exhibitors Associations of Canada, to meet with representatives of the Musical Protective Society of Canada and the Composers, Authors and Publishers Association of Canada for the purpose of carrying on exploratory talks in respect to any proposed increase in performing right fees for theatres.

\* \* \*

*Mr. and Mrs. Jule Allen have been spending some time in the Southern States for a vacation while Mr. and Mrs. Herb Allen have returned from a holiday in a mountain retreat.*

\* \* \*

The Odeon at Brampton, Ont., formerly the Capitol, was scheduled to re-open on March 22nd, but the strangest thing happened to set back the event. The Peel County town found itself practically flooded out through the sudden rising of the Etobicoke River, the main thoroughfare being under at least four feet of water which, of course, submerged the theatre floor.

### The Canadian Moving Picture Digest

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RAY LEWIS - - - Editor and Publisher

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ROY LESTER..... Montreal, Que.

*George Oullahan, general manager of Pioneer Films, will personally handle the distribution of "Birth of a Baby", in the province of Ontario. Although the film has been released in other provinces, arrangements are only now under way for its Ontario showings.*

\* \* \*

A preview of its all-Canadian production "Design For Swimming", was held last week by Associated Screen News. It is the first sound motion picture photographed on 35 mm. Ansco color film; the process of which was developed by Associated Screen Studios' technicians. Another preview showing, held last week, was at the Kenwood Theatre, when the Technicolor picture, "Raider", was shown.

\* \* \*

*Inspector D. M. McPherson and Inspector Pollock of Chairman O. J. Silverthorne's branch in the Ontario Government spent some time in Eastern Ontario and the Ottawa Valley for a check-up of theatre operations.*

\* \* \*

C. S. Chaplin, general manager of United Artists Corp., and Arthur Silverstone, general manager of 20th Century-Fox, were both absent from their Toronto offices on business trips through Western Canada. It was the first Western tour for Mr. Silverstone. Simon Meretsky has returned to his group of theatres in Windsor after a lengthy sojourn in the South.

\* \* \*

*Miss Isabell Oullahan of Hanson 16 mm. Movies has announced that 12 new religious films from the J. Arthur Rank studios in England are available for distribution in Canada. Prints are also ready for distribution for five subjects in the Modern Age series.*



## Academy's 20th Anniversary To Release Family Film Album

### Additional Academy Awards Presented

Including the Special Awards as presented in our editorial, "Spotlight On Academy Awards", the following additional Awards were presented. "Uncle Remus" in "Song Of The South" — James Baskett. Plaque Awards to the Pioneers of Motion Pictures, Col. Wm. N. Selick, Albert E. Smith, founder of Vitagraph, and Thomas Arnott. Col. Selick was in pictures in 1909.

In March of 1896 and in 1897, Vitagraph produced a comedy with a cast of three, total cost of production, \$3.50 excluding film which was 7 1/8 cents per foot; but in 1896, Alfred Smith relates that he made a feature, from cut-outs of photographs, cost of production, \$1.98. It was a feature of a battle and the press reported that the picture was better than the battle.

There was a presentation of The Academy's Family Film Album, dating back twenty years, to Douglas Fairbank's United Artists feature, "Don Q".

An Oscar for Best Achievement in Film Editing was won by Enterprise Productions' "Body and Soul".

Among the voiced expressions of thanks for their respective Awards, two were from the heart to the heart. Edmund Gwenn's remark, "Thank you who have made the evening of my life such a happy one" and Loretta Young's wistful sigh as she looked at her Oscar and said, "As For You that Long Last".

### Film Oscar Reviews

The Academy's Film album will add 26 Distinguished Guests to its Film Pages and is to be generally released, presenting a Huge Oscar Review, for the first time.

Remembered in the Family Album are Sydney Toler, Harry Carey, Ernst Lubitsch, Mark Hellinger, Grace Moore, Leo Forster, all who have passed away since the presentation of last year's Academy Awards. Your editor heard the Academy Awards on the Radio, 10.30 p.m., our time, and the ceremonies, with twelve M.C.'s, continued until 1.30 a.m.

### Song Awards

It was a thrilling Radio programme, which started off with Jean Hersholt remarking that R-K-O-Radio won the first Academy Award for Sound in 1934. In 1936, Jerome Kern's song, "The Way You Look Tonight", won an Award; in 1937, Bing Crosby, Paramount picture and in 1938, "Thanks For The Memory". In 1940, R-K-O's "Pinnocchio" — Walt Disney, received an Award, and in 1942, "White Christmas" in Paramount's "Holiday Inn". Going back to 1935, "Goldiggers of 1935", Warner Bros.' "Lullaby of Broadway" received an Award and M-G-M's "Last Time I Saw Paris" song in "Lady Be Good". In 1943, in Warner Bros. "Hello 'Frisco", the song, "You'll Never Know", won an award and in 1944, the song, "Swinging On A Star" in Paramount's "Going My Way,"

achieved Academy Award distinction. In 1945, still singing the Awards of Songs, "It Might As Well Be Spring" sang itself to an award in Paramount's "State Fair" and in 1946, M-G-M's "Harvey Girls", won an award for the song, "Atchison Topeka and the Santa Fe". Again returning to 1939, M-G-M's "Wizard of Oz" received a song award for "Over The Rainbow".

### 12 Emcee's Officiate

Jean Hersholt introduced the Family Film Album from 1928-1948, and among the MC's who officiated were George Murphy, member of the Board, Warde Ogden of Price Waterhouse, Robert Montgomery, Shirley Temple, Larry Parks, Donald Crisp, Olivia De Havilland, Dick Powell, Agnes Moorehead, Ingrid Bergman, Fredric March, the latter who made the presentation to Darryl Zanuck, for the best picture of the year, "Gentleman's Agreement", and the best performance by an actress, the latter which went to Loretta Young.

These Annual Awards are the Year's Film Event and while many are elated with their Awards, there are many disappointments. Dmytrick did a magnificent job in his directing of R-K-O's "Crossfire", and Rosalind Russell, in "Mourning Becomes Electra", revealed rare and real histrionic ability, as did John Mills in "Great Expectations". Gregory Peck's work in "Gentleman's Agreement" was outstanding, for his was a characterization which required very careful handling.

For all-round characterizations, no picture presented a better cast than "Great Expectations".

### Forceful Message Awards

For the pioneering of a timely and forceful idea, R-K-O's "Crossfire" came first in our opinion and should have shared a Special Award with "Gentleman's Agreement" for their joint contribution towards tolerance, human relations, human behavior and understanding, all of which are the first requisites toward One World and World Peace.

It is our opinion, that considering the conflict of world opinion today, there should be an Oscar for the picture which contains the most powerful message for good, for international good-will, for Peace, and with such a goal in view, producers may be urged to tread where angels have not feared to tread, and for the confusion of those who would make the Power of the Screen just Escapist Entertainment.

—(EDITOR.)

### FOREIGN PRESS AWARDS

The American Foreign Language Press Film Critics Circle, covering over 100 papers, named "Gentleman's Agreement" the best picture of the year. Charles Schlaifer, 20th Century-Fox publicity and advertising director, received the award on behalf of the company. The J. Arthur Rank Cine-Guild production, "Great Expectations", was selected as the best British picture. "Shoe Shine" won much praise as the best foreign-language film produced.

### "Jolson", "Egg And I" Top New Liberty Poll

Preceding other polls, New Liberty has announced the results of its first Annual Movie Award Poll. New Liberty sent a questionnaire to each of Canada's 1300 movie exhibitors. From the returns sent in, the following results were obtained from the tabulations. Columbia's "The Jolson Story" was considered the best film of the year by exhibitors all over the country. In addition "The Jolson Story" is in first place as the biggest money-making picture at the box office. "The Egg And I", Empire-Universal release, was considered the best comedy of the year. "The Jolson Story" was also considered the best musical.

Canadian Paramount News presentation of the Royal Wedding was judged the best short subject; M-G-M's "The Cat Concerto" was voted the best cartoon.

Bing Crosby was the leader as the best male performer and Ingrid Bergman as the best female actress. Larry Parks was listed as the best new male star and Deborah Kerr as the best new female star. Alfred E. Green, director of "The Jolson Story" won the nod for the best direction. Best musical score was also that in "The Jolson Story". Best dialogue award was presented to Eagle-Lion's "Great Expectations". In the final category, M-G-M's "The Yearling" was mentioned as the best photography.

### OTTAWA ENJOYS BALLET

Ottawa lovers of the ballet have little to complain about this season, what with M-G-M's "The Unfinished Dance", featuring ballerinas Cyd Charisse and Karin Booth, on the Capitol Theatre screen, followed in short order on the Capitol stage by the Yolande LeDuc-Nesta Toumine presentation of "Giselle" and "Once Upon a Time", and Mia Slavenska and her Ballet Variante troupe. Yolande LeDuc and Nesta Toumine conduct a dance academy here and the ballet they staged was mainly composed of students headed by Jean Stoneham, with Viadimir Dokoudorsky and Sviatoslav Toumine as guest artists. The latter's wife, incidentally, is the former Nesta Williams of Ottawa. The Ballet Variante engagement was sponsored by the local concert impresario, Antonio Tremblay.



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NEW YORK WORLD TELEGRAM

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NEW YORK DAILY NEWS

I had a good time . . . and the audience, judging from its audible reception of it, did also. It is truly good jungle entertainment. . .

NEW YORK SUN

## The GREATEST ALL-THRILL SHOW OF ALL-TIME!

2

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See these  
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in a DEATH  
STRUGGLE!



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**DEVIL-BEAST**

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# Think Out Publicity Campaigns Which Will Sell Your Picture

By LARRY STEPHENS

Publicity and Advertising Director, United Artists Corporation

Today many theatres in Canada and the United States have turned to the "give-away gimmick" in an endeavour to offset dwindling box office receipts, and we hear from every other radio comedian, master of ceremonies, after-dinner-speaker and "humorous writer" that "Such and such a theatre, starting Wednesday, will give away, absolutely free, a moon-pitcher with every box of crunchy-crisp popcorn".

We all know that the dispensing of soft drinks and confections in theatres has reached the point of "big business" and in many, many, cases these sales spell the difference, especially for the small town exhibitor, between "being in the red" or ending up his play-date on the black side of the ledger. Too often, however, the exhibitor, be he an independent, a small-town or even a big chain operator, discovers that this "frankenstein" he has created has become so big, so important, that he must devote a great deal of his time to it, to the exclusion of what, primarily he is in business for: the exhibiting AND SELLING of motion picture entertainment!

The saying, "there is nothing wrong with the movie industry that a good motion picture won't cure" is absolutely true; likewise there is many a good motion picture that could and would gross a lot more money, even in the subsequent runs, if the theatre manager, publicity director or exploiter would give some intelligent thought to the "type" of entertainment he is selling, the "right" type of person that particular picture will appeal to, and then, by various means see that one is completely cognizant of the other.

## Outstanding Example

A case in point was the recent showing of "Carnegie Hall" at the Esquire Theatre, Toronto. Jack Cottingham, manager and showman, knew "Carnegie" could not be sold as cut-and-dried "movie" entertainment, and therefore aimed his entire campaign at the more discriminating music-lovers who seldom attend motion picture theatres. Highlights of his nine point campaign on this picture were: Tying in with RCA Victor who supplied, without cost, a number of large pictorial counter cards featuring Victor artists appearing in the picture. These were spotted in record bars throughout West Toronto and suburbs. Music directors and principals of all three secondary schools in his district were contacted, personally, and students were advised to attend. Church choir-masters were contacted concerning the galaxy of stars in the film and advised of playdates. Both West Toronto Public Libraries were persuaded to post the musical program from "Carnegie Hall" on their bulletin boards. Other stunts included special advance lobby displays, airplane loud-

speaker ballyhoo and daily teaser newspaper ad campaign, a week in advance of opening. Total cost of this excellent campaign was only \$35, but by intelligent thought and real showmanship Jack Cottingham reached that elusive group known as "potential customers" and the box office took care of itself.

## Think Out Your Campaign

The travelling tent-show, circus, chautauqua, musical comedy and legitimate stage attractions operate without the aid of pressbooks and the countrys' best publicity-men have graduated from one or the other of these showmanship-schools; Pressbooks are invaluable aids to the selling of pictures and are quite crammed with ticket-buying ideas, but too often the present day theatre-manager depends almost wholly on pressbook ideas and ceases to think out a campaign that will be more suitable for his particular location, or individual problem, whether it be a first-run "key" situation, a subsequent-run or an independent situation.

This can be illustrated again with "Carnegie Hall" during the advance publicity work at Loew's Theatre, Montreal. All the regular exploitation, publicity and advertising angles on this picture had been followed through to their logical conclusions, including stories on "The Carnegie Hall Musical Scholarship Contest", when the writer noticed a very small "stick" in a morning newspaper which mentioned that the Montreal Womens Symphony Orchestra had been invited to appear "in concert" at Carnegie Hall, New York, later in the season. This was the first time, in the history of Carnegie Hall, that a "foreign" orchestra had been invited to appear at the Hall and was "a signal honor". The writer immediately contacted Miss Ethel Stark, director of the Montreal Womens Symphony Orchestra, and asked her if she would serve as a judge on a panel composed of Rise Stevens, Ezio Pinza and Borros Morros, to adjudicate the national finals. Upon her acceptance of this "job", Borros Morros wired her congratulations from Hollywood and the "panic was on". All Montreal newspapers carried special stories and art on Stark; radio stations gave her interviews; a broadcast was arranged for the opening night of "Carnegie Hall" from the lobby of Loew's Theatre, with the Mayor of Montreal, civic dignitar-

ies and Montreal's leading musical personalities paying homage to Miss Stark. S. Morgan-Powell, Canada's "dean-of-critics", wrote a special editorial on Stark's appearance with her orchestra at Carnegie Hall, tied this in with the local showing of "Carnegie Hall" at Loew's Theatre, with the result that the picture received thousands of lines of free "story and art" which we otherwise would not have received. And that did not come out of a pressbook!

Another successful example of thinking-out a campaign is that devised by Paul N. Lazarus, Jr., Advertising and Publicity chief of United Artists, and Captain Harold Auten, in the successful merchandising of the road-show attraction, "Henry V". In September 1946 (before price ceilings were lifted) this attraction opened in Toronto and Montreal at \$1.50 top — plus taxes — and throughout its many road show engagements, in the United States and Canada in the past eighteen months, it has been sold with dignity befitting its importance both as a "fine piece of theatre" and as living proof — to damn all critics — that it is possible to produce "motion pictures that will educate as well as entertain". It would not require a 'genius' to ascertain the disastrous results of presenting such an attraction as "Henry V" to the "movie" public, had not these astute showmen the ability to think out the manner and mode of presenting such an attraction to reach the "highest potential possible". The publicity-man's problem — and the theatre manager's — is to create a desire in the mind of "the non-or-only-once-in-a-while-if-I-haven't-anything-better-to-do" type of patron to see a picture like "Arch Of Triumph" or other such magnificent production.

## Utilize Pressbook Ideas

Work out every feasible idea in your pressbook. Increase your newspaper ad budget when you have something worth while; use teaser ads, well in advance; follow up your radio spot announcement campaigns (transcribed spot discs supplied by this exchange gratis) with promotional stunts; arrange screenings for influential (and if your attraction warrants) educational and service club heads; contact your book-publishing and record-distributing agencies for window tie-ups; endeavor to plant worthwhile style stills with your newspaper fashion editors; a good musical picture will warrant flashing up your lobby with record blow-ups and if your attraction has some "hot numbers", get on the juke-box circuit, and don't forget the sheet-music publishers and their dealer windows. After you have mulled over every pressbook and exploitation-idea contained therein sit back and think, think, THINK!



# WARNER BROS.

# "VOICE OF THE TURTLE" IS A SCREAMING SMASH!

Where  
The  
Winners  
Come  
From —  
**WARNERS!**

**NOW**

"MY WILD IRISH  
ROSE"

**NOW**

"TREASURE OF  
SIERRA MADRE"

**NOW**

"APRIL  
SHOWERS"

**AND  
SOON**

"THE  
ADVENTURES  
OF ROBIN HOOD"  
A RE-ISSUE  
IN TECHNICOLOR



## "VOICE OF THE TURTLE"

STARRING

**RONALD REAGAN · ELEANOR PARKER**

WITH

**EVE ARDEN · WAYNE MORRIS**

KENT SMITH · JOHN EMERY

DIRECTED BY IRVING RAPPER · PRODUCED BY CHARLES HOFFMAN

Screen Play by JOHN van DRUTEN · Additional Dialogue by Charles Hoffman · From the Stage Play by JOHN van DRUTEN · Produced by Alfred de Liagre, Jr. · Music by Max Steiner



**ATTENTION! ATTENTION!** Ask the Warner man for full details of the big territorial newspaper and radio idea! And the sensationally successful "I Married a Blind Date" promotion! These are truly big box-office ideas — and are proved to be the most unusual human interest slant to hit this business in years!



# CENTRE PAGES



## Winnipeg News

By J. J. CONKLIN

THEATRE managers in Winnipeg agree with Hollywood authorities that a different standard should be worked out in arriving at the Academy Awards. Local theatre men arrange their slates of Oscars but they always do not measure alongside the official announcement, as judged here and down in California. The verdict seems to be on a level different to what patrons of the theatres urge should be the deserving ones, and a manager of a theatre keeps closely in touch with the opinions expressed by his patrons. Winnipeg thinks that probably a higher standard in acting and directing should be inaugurated in Hollywood. Such a step appears to be coming which will no doubt be more in line with Canadian opinion. This year may prove it from all reports coming here from Hollywood.

*J. Miles, President of Western Theatres Ltd., is in California having an enjoyable rest. Henry Morton, President of Manitoba Attractions Ltd., is at present in Victoria, B.C.; and Sam Weiner, Supervisor, for many years, of many Main Street Theatres, is in Florida.*

\* \* \*

N. Rothstein, President of Rothstein Theatres Ltd., and owner of the Marlborough Hotel in Winnipeg, has, with associates, purchased the Barry Hotel in Saskatoon, Sask., for \$88,000. This hotel was damaged by fire two years ago, with a loss of several lives, but extensive improvements are now in progress, and it will be reopened shortly.

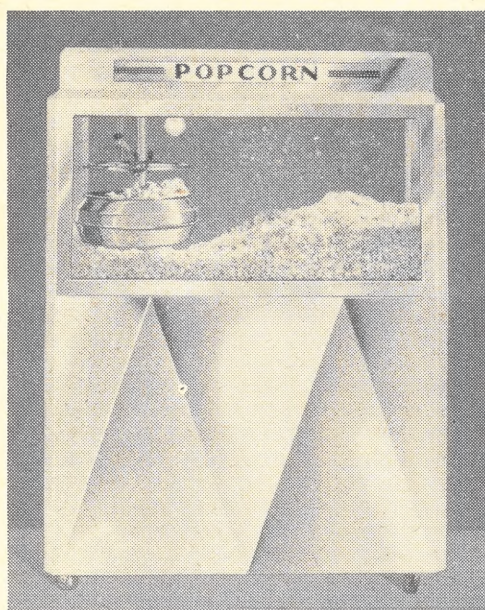
*The Rex Theatre, at Tache and Marion, in St. Boniface, is now under new management, being directed by Bill Moore. Gift nights and Vaudeville have been introduced on the programmes.*

\* \* \*

The annual reunion of the management and staffs of the Winnipeg theatres was held in the Marlborough Hotel on Tuesday, March 2nd, being attended by 450 guests. Two ball rooms and two orchestras were provided under the sponsorship of the Western Pioneers Association, and an enjoyable time was had by all.

\* \* \*

*It was of interest to many here to see the report of the U.S. income office that Winnipeg-born star, Deanna Durbin, was tied for second place in earners of the largest incomes last year in that country.*



(FLOOR MODEL \$875.00)

### Offering These Exclusive Features

- 1 LB. POPPING PAN
- POPS 1 LB. OF CORN EVERY 90 SECONDS
- 25 AND 60 CYCLES
- SIMPLE MAINTENANCE
- STAINLESS STEEL

Moderately Priced . . .

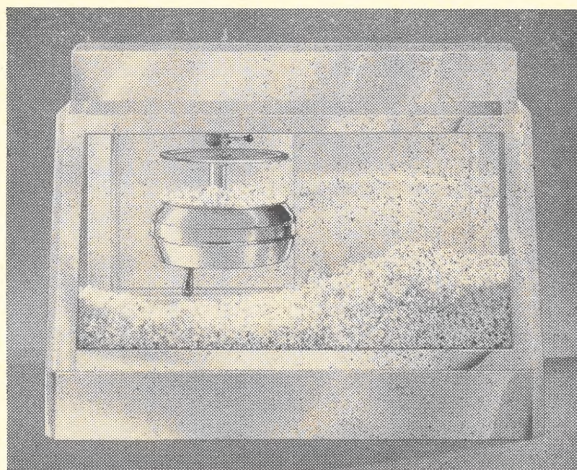
Pays For Itself Quickly

## NEW MODERN POPCORN MACHINES For Sale

Popcorn Machines are  
on the Embargo List . . .

**Purchase Now**  
**While They Last!**

(COUNTER MODEL \$825.00)



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### Jack Fitzgibbons New Head As Confection Firms Merge

Effective on April 1st, the warehousing and services of Hollywood Confections Ltd. will be merged with those of Theatre Confections Ltd., a wholly owned subsidiary of Famous Players Canadian Corporation Ltd.

John J. Fitzgibbons, Jr., president and general manager of Hollywood Confections will become president and general manager of Theatre Confections Ltd. James Stevenson, president of Theatre Confections will rejoin the theatre management department of Famous Players in an executive capacity.

Ken Wells of Theatre Confections' Toronto office will be appointed manager of the Winnipeg branch of the organization which will open shortly.

J. J. Fitzgibbons Jr., rejoined Famous after his service overseas and was active in the formation of Theatre Confections Ltd. After several years as an executive with that organization he gained wider experience in the field of theatre confection servicing with Canadian Automatic Confections and as president and general manager of Hollywood Confections Ltd.

Theatre Confections Ltd. has been expanding steadily and now has a complete warehousing and servicing establishment on King Street East, in Toronto. Recently Theatre Confections opened a branch warehouse in Vancouver to service British Columbia and a new branch is being set up in Winnipeg. Plans are under way for the opening of other branches in key centres throughout Canada.

The merger of Hollywood Confections with Theatre Confections will provide more efficient service for theatres operated by Famous Players and its associated theatres.

### Exhibitors Disregard Law May Limit "Adult" Films

Exhibitors who continually disregard the "Adult" classification, when exhibiting and advertising films so designated, will be unable to exhibit such films if contemplated changes in the regulations come into effect, according to word received from O. J. Silverthorne, chairman, Motion Picture Censorship and Theatre Inspection Branch. In a communication issued by Silverthorne, drastic action is threatened. We quote in part: "Apparently the only solution will be for our Censorship Board to release all "Adult" pictures under special permit, excluding theatres who have failed to comply with requirements in connection with 'Adult Entertainment', which means that offending exhibitors would be unable to exhibit such films".

Since the beginning of the year 47 offending Ontario theatres have received their final warning from the Theatre Inspection Branch.

### Irving Berlin Awarded French Legion Of Honour

Irving Berlin, dean of American song writers, has been decorated with the Cross of Knighthood of the French Legion of Honour.

The cross was pinned on his lapel by Alexandre de Manziarly, the French consul at Los Angeles, at a ceremony in the office of Louis B. Mayer, head of production of Metro-Goldwyn-Mayer studio where a picture based on Berlin's "Easter Parade" is in production.

Consul de Manziarly declared the French people were indebted to Berlin for many fine songs which had been translated into their language. His people, he said, have a warm affection for Berlin that dates back to the First World War.

Berlin, who this year is celebrating his fortieth anniversary as a song writer, has written more than 800 tunes during a career as lyricist, composer, publisher, and screen and stage producer which got its start when he sold his first lyrics for thirty-seven cents. It was "Marie From Sunny Italy".

### Sunday Deal Void Owners Lose Theatre

As no provincial act or law permits a person to engage in business activities for a profit on Sundays, John Brock was given the right to foreclose a \$20,000 mortgage on the Broxy Theatre, Nanton, Alberta, in a judgment handed down in the Alberta Supreme Court. A time limit of six months was fixed as a time of redemption.

A counter-claim by the defendants, Sidney D. Faider, Samuel T. Armstrong, Frank Bucar, Stanley Bucar, and Jack Singer, which opposed the original claim on the grounds that Brock agreed to accept \$10,000 in full settlement of the mortgage claim, last August 10th, was dismissed by the presiding judge, Mr. Justice Hugh J. Macdonald.

The alleged agreement was dated August 10th, a Sunday. Brock later withdrew his offer to accept the \$10,000, but the defendants argued that the agreement was still valid.

Mr. Justice Macdonald ruled that since the agreement was made on a Sunday, it was unlawful and consequently unenforceable.



Anita Colby, beautiful exploitation representative for Paramount Pictures, was in Toronto and Montreal this week, spreading the good news about "The Emperor Waltz", a Technicolor extravaganza starring Bing Crosby and Joan Fontaine. Of interest to the Canadian trade is the fact that all exterior shots, which comprise over 40% of the picture, were shot in the Canadian Rockies.



## Prairie News

By BRUCE PEACOCK

SATURDAY, February 28th, marked the official opening of the F. George Bailey and son theatre at Humboldt, Sask., the Lux.

The house is of brick and tile construction, 45 feet six inches by 105 feet, with an auditorium 45 feet by 81 feet. Seating capacity is 480.

The front is faced with green marble effect vitrolite. The floor is so designed and the seats so arranged that patrons have an unobstructed view of the screen. The lower part of the walls is finished in natural colored panelled wood and the upper part is in four shades of blue to prevent reflections. A special sound absorbing material was used in the auditorium to make it an acoustically perfect hall. A large stage is provided.

The basement contains a huge soft water cistern for use in ventilating the building and cooling the equipment.

The second floor contains the office, projection room, power room and Mr. Bailey's suite.

A feature of the theatre is a sound proof room on the second floor, to be used by mothers whose babies might disturb the rest of the audience. The room is equipped with loudspeakers and comfortable chairs.

The whole building is lighted with modern electrical fixtures. Inlaid linoleum covers the lobby and foyer and heavy carpet is used on the aisles.

Installation of projection room equipment and acoustical arrangements were supervised by Russ Williams, Dominion Sound Equipment, Ltd., Winnipeg.

The projection room is fitted with the very latest in sound projection and arc lighting equipment.

For F. G. Bailey, the opening of the new Lux Theatre culminates 40 years in the theatre business, 37 of them in Humboldt. In 1908, Mr. Bailey was part owner of the Lux, Regina. In 1911 he sold his interest and moved to Humboldt. For many years he operated as an itinerant, presenting shows in Wadena, Watson and Vonda, Sask., as well as two shows a week in Humboldt. Mr. Bailey built a theatre in Humboldt in 1914 and added to it in 1920. Sound was installed in 1929, making the house the fourth in the province with "talkies".

Shortly after the last war, on the return of his son, George Bailey, from service with the R.C.A.F. Overseas, property was acquired and plans were laid for the new building.

A feature of the opening night was a broadcast from the stage of an Associated Canadian Travellers' amateur hour for anti-T.B. work. The program was aired by CKBI, Prince Albert, Sask.

Edmonton, fast-growing city in Canada's northland, has hit big time with a 110,000 population. Edmonton, the gateway to the Arctic, has jumped into eighth position in the race for Dominion population honors. Vancouver now has a population of 330,000, a large increase over 1946. The increased population is mostly from the prairies.

\* \* \*

City council granted the Regina Exhibition Association exemption from city amusement tax for 1948 after a submission by Fred G. England, first vice-president, reminding that the exhibition was in reality a city department, carrying on a city venture without remuneration. The submission said profits were used for improvements to the grounds, prize money and better entertainment, and were at all times under the scrutiny of the city of Regina.

\* \* \*

Legion Theatre at Kipling, Sask., has added two new "Simplex" projectors. Plans are to install a block of velour seats with foam-rubber cushions to replace some of the older wooden seats. When finances permit, all the old seats will be replaced.

\* \* \*

In a report to the Saskatchewan legislature, Labor Minister C. C. Williams said his department had censored and stamped a total of 2,079 35 mm. and 566 16 mm. feature films during the past year. Eliminations were made in 17 features, while four pictures were rejected and two reconstructed and passed. Number of theatres inspected was 788.

### FOR SALE THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate delivery.

NOW — New all-steel construction spring-edge, highest quality Theatre Chairs available.

7500 yards of imported carpet direct from England and Scotland.

Enquiries Respectfully Solicited

**"LA SALLE"**

RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St. - Vancouver, B.C.

At Hanna, Alta., I. F. Shacker was returned by acclamation as mayor and started his 15th continuous term. Mr. Shacker operates theatres in Saskatchewan and Alberta.

\* \* \*

The Gaiety Theatre at Gravelbourg, Sask., has bought the Gravelbourg Legion Theatre at a reported price of \$16,000. Movies at the Legion Theatre were discontinued March 1st. It is expected the Legion will re-open in the spring with screenings of western and comedies on Fridays and Saturdays.

\* \* \*

When fire destroyed the Royal Theatre at Vanguard, Sask., recently, it was recalled that it was the third time a theatre had burned in the town. Damage was estimated at \$17,000.

\* \* \*

When owner T. Williams found some old handbills in his Gary Theatre at Indian Head, Sask., speculation started as to when the theatre, formerly the Auditorium, was opened. Oldtimers have come forward to report that the theatre was built in 1904.

\* \* \*

George Carnie, assistant manager of the Met, Regina, rigged up his old desk with some plywood to give it a modernistic touch and proudly boasts of his "new" desk.

\* \* \*

Prior to its regular showing, the short feature, "Give Us The Earth", was given a preview screening by Harold Gray, of the Met Theatre, Regina. The picture, dealing with the work of a U.S. conservation worker in a Mexican community, was attended by representatives of the provincial department of agriculture, the press and the Y.M.C.A.

\* \* \*

Sunday church services have been held in the Grand Theatre, Regina, by the Apostolic Mission while repairs were being made to their building, damaged by fire recently.

\* \* \*

When the new Lux Theatre was opened at Humboldt, Sask., The Humboldt Journal devoted most of its front page and much more space to the event. One story recalled that the old Lux Theatre used to play host to the Harry St. Clair Stock Co., of which Boris Karloff was a member. Frank Lloyd, Hollywood director, also appeared on the stage with a variety show, doing a Harry Lauder act, the Journal reported.

\* \* \*

Stage attraction at the Victory, Saskatoon, recently was a Y.M.C.A. display of gymnastics.



*And Now...*

# THE ACADEMY AWARDS

## 1948

### "GREAT EXPECTATIONS"

- 2 OSCARS

for Art Direction and Set Decoration, and Black and White Cinematography.

### "BLACK NARCISSUS"

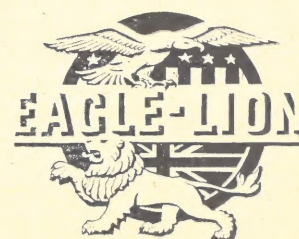
- 2 OSCARS

for Art Direction and Set Decoration, and Color Cinematography.

- "GREAT EXPECTATIONS" was also nominated Best Picture of the Year.

- MICHAEL REDGRAVE was nominated Best Actor of the Year.

**B**ook and play these and other top Eagle-Lion Productions during the J. Arthur Rank Play-Date Drive from now until May 29th, 1948.





## « Capital Story »

By WILL McLAUGHLIN

MEMBERS of the diplomatic corps, Government officials and other invited guests attended a program of interesting films given under the sponsorship of the High Commissioner for India, Hon. Sardar Hardit Singh Malik and Sardarni Malik, at the National Research Council Auditorium. Main portion of the program was devoted to an instructive film entitled "Kashmir Story", preceded by a talk on the same subject by Khushwant Singh, of the Indian Public Relations Office in Ottawa. The presentation included four other short Indian documentaries, "Land of the Five Rivers", "South Indian Handicrafts", "Coconut Tree", and "In the Himalayan Foothills".

*First of its kind in the Ottawa Valley and under the sponsorship of the National Film Board, the Renfrew and District Film Council was formed recently at a well-attended meeting in the town's Community Theatre. Main object behind the council, as explained by A. Hacche, a representative of the NFB, is the promotion of visual education amongst men, women and children.*

Frank Gallop, manager of the Glebe (Odeon) Theatre way out south on Bank Street, has joined the long list of movie theatres with "Giveaway" inducements for bigger and better patronage. In large newspaper displays extolling the merits of his Free Silverware (flat) Service, plus a service charge of 10c per item, Frank advises his patrons that "it will be necessary to attend twice to secure the knife"!

*The Capitol, Ottawa's largest-seated theatre and ace house of the Famous Players circuit in this district, has been completely re-carpeted during the past two weeks. The new carpets, of a special and attractive design, were laid on a surface of heavy matting by a group of experts from Toronto, the work being done during the late night and early morning hours.*

The Michael Redgrave-Flora Robson presentation of Shakespeare's "MacBeth", on the stage of the Capitol Theatre on Monday night, March 22nd, was a complete sell-out, with several hundred standees, as provided by the theatre's regulations. Both Redgrave and Miss Robson have large followings among local screen fans who turned out in droves to give the English stars a big hand on their arrival in the capital.

## Trans-Canada Showing

Use This Information As Your Guide On Release Dates

### TORONTO

#### EGLINTON-TIVOLI

4th week. "Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

#### FAIRLAWN

"So Well Remembered" (E-L), with John Mills, Martha Scott and Patricia Roc.

#### IMPERIAL

"Albuquerque" (Para.), Cinecolor, with Randolph Scott and Barbara Britton.

#### INTERNATIONAL CINEMA

"Song Of My Heart" (Mono.), with Audrey Long and Cedric Hardwicke.

#### LOEW'S

3rd week. "Cass Timberlane" (M-G-M), with Spencer Tracy, Lana Turner and Zachary Scott.

#### NORTOWN-VICTORIA

"Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

#### SHEA'S

"That Hagan Girl" (W-B), with Ronald Reagan and Shirley Temple.

#### UPTOWN

"Secret Beyond The Door" (U-I), with Joan Bennett and Michael Redgrave.

### MONTREAL

#### CAPITOL

"Nightmare Alley" (Fox), with Tyrone Power and Joan Blondell.

#### IMPERIAL

"Driftwood" (Rep.), with Ruth Warrick and Walter Brennan. Also "On the Old Spanish Trail" (Rep.), color, with Roy Rogers and Jane Frazee.

#### LOEW'S

2nd week. "Captain From Castile" (Fox), Technicolor, with Tyrone Power and Jean Peters.

#### PALACE

"Monsieur Verdoux" (U-A), with Charles Chaplin and Martha Raye.

#### PRINCESS

"I Love Trouble" (Col.), with Franchot Tone and Janet Blair. Also "Glamour Girl" (Col.), with Gene Krupa and J. Leonard.

### SAINT JOHN

#### CAPITOL

"Song Of Love" (M-G-M), with Katharine Hepburn, Paul Henreid and Robert Walker.

#### STRAND

"Odd Man Out" (E-L), with James Mason and Robert Newton.

### MAYFAIR

"The Ghost and Mrs. Muir" (Fox), with Gene Tierney, Rex Harrison and George Sanders. Also "Violence" (Mono.), with Michael O'Shea and Nancy Coleman.

### WINNIPEG

#### CAPITOL

2nd week. "Road To Rio" (Para.), with Bing Crosby, Bob Hope and Dorothy Lamour.

#### GARRICK

"Men of Two Worlds" (E-L), Technicolor, with Phyllis Calvert and Eric Portman.

#### METROPOLITAN

"T-Men" (Inter'l), with Dennis O'Keefe.

#### ODEON

3rd week. "Jassy" (E-L), Technicolor, with Margaret Lockwood and Patricia Roc.

### CALGARY

#### CAPITOL

"My Wild Irish Rose" (W-B), Technicolor, with Dennis Morgan.

#### GRAND

"Ride The Pink Horse" (U-I), with Robert Montgomery and Wanda Hendrix. Also "Hue and Cry" (E-L), with Alastair Sim and Valerie White.

#### PALACE

"Wyoming" (Rep.), with William Elliott and Vera Ralston. Also "That's My Gal" (Rep.), Trucolor, with Lynne Roberts and Donald Barry.

### VANCOUVER

#### CAPITOL

"Where There's Life" (Para.), with Bob Hope, Signe Hasso and William Bendix.

#### INTERNATIONAL CINEMA

4th week. "Quiet Weekend" (Inter'l), with Derek Farr and Marjorie Fielding.

#### ORPHEUM

2nd week. "Captain From Castile" (Fox), Technicolor, with Tyrone Power and Jean Peters.

#### PARADISE

"Dear Murderer" (E-L), with Eric Portman, Dennis Price and Greta Gynt. Also "Sweetheart of Sigma Chi" (Mono.), with Elyse Knox.

#### PARK-PLAZA

"Master of Bankdam" (E-L), with Ann Crawford, Dennis Price and Tom Walls.

#### VOGUE

3rd week. "Jassy" (E-L), Technicolor, with Margaret Lockwood and Patricia Roc.

## Plastic Dinnerware? Not Us! We've Got The REAL Thing...

YES . . . We're finally coming out with one of our old-time "crowd-packing" Dinnerware Deals . . . NO - - IT'S NOT PLASTIC - - IT'S REAL CERAMIC DINNERWARE - - the kind women really want and will come in droves to get . . . NOW - - good-bye to sagging Box Office receipts - - line-ups will again start! Johnny Cohn, the Exhibitor's friend, is in action again . . . We'll have samples and complete details for you in a couple of weeks . . . Our old and fair policy will prevail - - FIRST COME - - FIRST SERVED!

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# JOHN FORD'S MASTER DRAMA

— Of The Frontier's Fighting Men...

And The Women Who Made Them Heroes!

JOHN FORD  
and  
MERIAN C. COOPER  
present



JOHN WAYNE  
as Capt. York



HENRY FONDA  
as Colonel Thursday



SHIRLEY TEMPLE  
as Philadelphia Thursday



PEDRO ARMENDARIZ  
as Sergeant Beaufort



WARD BOND  
as Sergeant O'Rourke



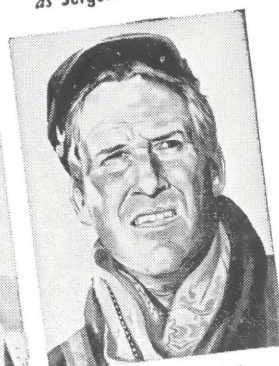
GEORGE O'BRIEN  
as Capt. Collingwood



VICTOR McLAGLEN  
as Sergeant Mulcahy



GRANT WITHERS  
as Meacham



DICK FORAN  
as Sergeant Quincannon



GUY KIBBEE  
as Dr. Wilkins



IRENE RICH  
as Mrs. O'Rourke



ANNA LEE  
as Mrs. Collingwood



JACK PENNICK  
as Sergeant Shattuck



JOHN AGAR  
as Mickey O'Rourke

JOHN WAYNE · HENRY FONDA  
SHIRLEY TEMPLE · PEDRO ARMENDARIZ

# FORT APACHE

Directed by JOHN FORD

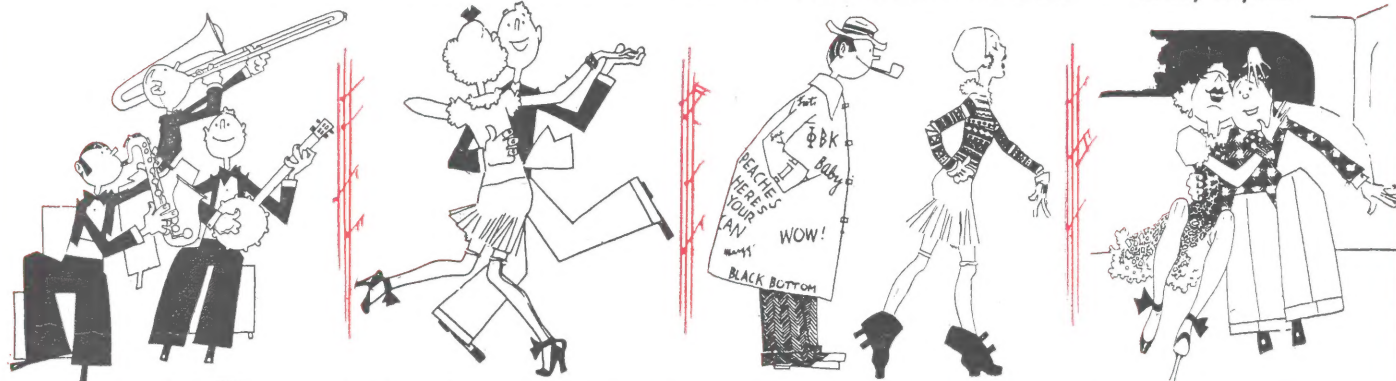
Screen Play by FRANK S. NUGENT • AN ARGOSY PICTURES PRODUCTION • Released by RKO RADIO PICTURES





*The Songs, The Love, The Laughter of  
That Wonderful Flapper Age!*

WHEN THE WHOLE NATION CHARLESTONED AND SANG: "You Were Meant For Me" • "Crazy Rhythm"



"Ain't Misbehavin'" • "Good-Night, Sweetheart" • "I'll Get By" • "Ain't She Sweet?"



**JEANNE** ("Margie") **CRAIN**  
**DAN** ("Mother Wore Tights") **DAILEY**

Meant for each other  
in

# **YOU WERE MEANT FOR ME**



with  
**OSCAR LEVANT • BARBARA LAWRENCE**

Selena Royle • Percy Kilbride • Herbert Anderson

Directed by **LLOYD BACON** • Produced by **FRED KOHLMAR**

Original Screen Play by Elick Moll and Valentine Davies

**20**  
CENTURY-FOX

**NOW MATCHING THE MARVELOUS "MARGIE"  
BUSINESS IN NEW YORK AND LOS ANGELES!**

STORAGE / VOTE